

Traumatic Brain Injury Fund Advisory Committee Meeting

January 12, 2010

Utah Department of Health (Room 201)

4:30 pm – 6:00 pm

Minutes

Committee Members Present:

Nita Smith, Ron Roskos, Adina Zahradnikova, Troy Roper, Cindy Willmshurst

Committee Members Excused:

Elaine Pollock, Natalie Whatcott, Sarah Sanders

UDOH Support Staff:

Kevin Condra, Trisha Keller

Welcome:

- Nita welcomed the committee members present to the meeting.

Approval of November Minutes:

- MOTION: Ron moved to accept the minutes without changes. Adina seconded the motion.
- November minutes were approved unanimously by the committee.

Discussion of Ideas for Fund Logo & Branding:

- Discussed the draft logos that Kevin had sent out and decided to follow up with Ron's contacts.

TASK: Ron will check into logo design with his contacts.

TASK: Kevin to email the sample logo to Ron.

Update on New Committee Members:

- Kevin tried to contact Jennifer Romeser before the holidays, for the medical professional vacancy, but has not yet heard back from her.
- She is on maternity leave.
- Cindy will get a hold of Janna West, and Ann Russo.

TASK: Cindy will ask Janna, and then let Kevin know if she is interested.

TASK: Ron to ask Ann Russo if she is interested in serving on the committee. Send results to Kevin.

- Adina shared that someone from the Domestic Violence field is interested in serving on the committee. Judy Casseblam.

TASK: Kevin to contact Judy.

- Troy suggested Dr. Ukin.

TASK: Troy to send contact information to Kevin for Dr Ukin.

Discussion of Draft TBI Fund Fact Sheet & Legislative Discussion:

- Adina suggested that instead of using the word "suffer" we use the word "sustain".
- Kevin sent this fact sheet out to the committee and to some others that may use this during the legislative session. .
- Overall, people liked the layout of example 2.
- Committee reviewed suggestions and other changes were made.
- Nita suggested that it is important that legislators know that no one has enough for private resources.
- Adina suggested we move it under the "Why" section.
- Substitute the term "people" for "families".
- "What" section is telling what we have done with the current contracts.
- Include a timeframe - April 2009 thru current.
- "Needs and impact" section, instead of the "Why" section header.
- Suggestions were made for each section.
- As long as the individuals are ok with their name and picture being used in their stories, we can use them. Otherwise names need to be fictitious.
- Veteran's story name needs to stay fictitious, and have next to his name, "name changed by request".
- Change the contractors to "Three private agencies being funded".
- List the fund's priorities instead of focusing on "Continuum of Care"
- Last sentence to read: "With more resources, many TBI's could be linked to appropriate services and many more can be prevented.
- Add a step graph to show goals reached.
- Substitute the word "education" for "prevention".
- Cindy suggested, "TBI Fund Advisory Committee is finalizing a long term plan to address the needs of Utahans living with a TBI."
- Nita suggested, "Educate the general public and professionals on causes and treatment of brain injury."
- Order: educate, develop and support, providing services.
- Take out "Less and More" box.
- Committee liked the layout and format of the fact sheet.
- Nita expressed how grateful she is that the Utah Department of Health has not focused on cutting the fund to meet budget cut requirements.
- Trisha suggested taking an average of what contracts are spending per person now, and then tell legislators how many clients could be served by asking for x amount of funding. This will be discussed at a future meeting once the data is available.
- Cindy suggested that we change the color of the fact sheet.
- Advocates are asking the legislature for another \$50,000 in one time funds to continue the TBI Fund services.

TASK: Kevin send changes of fact sheets to the committee, Joyce, and Kris.

- The Legislative Council for People with Disabilities (LCPD) will meet every Monday during the session.

- They will hold a reception on February 3rd for legislators and constituents.
- Everyone is invited to attend – Also, invite your legislator.
- As Bills come up, you can have them emailed to you by signing up on the legislative website at: <le.utah.gov>
- You can also have committee meeting agenda's emailed to you as well.
- Trisha passed around TBI Fact Sheet from the Violence & Injury Prevention Program and asked for the committee's feedback.

TASK: Ron to send Kevin stories for the Story Bank on TBI's.

TASK: Have Catherine Groseclose check estimated # of families living with TBI in Utah for TBI Fund fact sheet..

TASK: Ron and Nita to send Trisha any feedback on the VIPP TBI fact sheets.

Discussion on Strategic Plan Continued:

- Kevin handed out the latest version of the plan.
- Kevin gathered other State's plans, and shared them with the committee.
- Last meeting we discussed: strengthening existing partnerships, and putting in a time frame.
- Cyndi found on a website the following information: Prioritizing (must do's vs. should do's), pick one to five of the major goals out of the objectives after prioritizing them, then coming up with an action plan, and finally implementation.
- We should get fully staffed on the committee (make that our first priority).
- Nita suggested that "f" be discussed later (after legislation).
- "b" and "c" are a little more important right now. Hold off on "a".
- Elevator speech needs to be a priority and falls under "2c" – this was moved to first priority.

TASK: Ron and Nita will draft an elevator speech and send to Kevin

- "d" will follow that right away.
- Categorize them as "Now and Later" instead of "Must Do vs. Should Do".
- 1b combined with 3c.
- Nita suggested that we could have someone like Dr. Holt on the committee – she could bring experience grant writing to the committee (which will help with the objectives).

TASK: Adina will send TBI / Criminal Justice potential connection to Nita.

- Priorities for committee are: 1c/2b/3b (which are all similar), 2c/d, and 3c.
- Objective 4 is definitely a "later".
- How do we attract new partners and keep them interested?, Work on potential partner's next meeting.
- Cindy would like to help with approaching companies.

Agenda Items for Next Meeting:

- Legislative Update
- Review Elevator Speech (draft)
- Strategic Plan – Partners list

Next Tentatively Scheduled Meeting

February 9, 2010
Utah Department of Health
288 North 1460 West, Room 201
4:30 pm – 6:00 pm